What is Claimed is:

1. A method of masking a vehicle "B" post comprising the steps of:

providing a resiliently conformable length of masking material comprising an elongate strip of polymeric foam having first and second major opposite surfaces extending between opposite first and second edge surfaces, a width between said edge surfaces greater than the maximum distance between the trailing edge of a front door adjacent the "B" post and the leading edge of a rear door adjacent the "B" post, a width between said edge surfaces greater than the thickness between said front and rear surfaces, and a length at least equal to the length of the "B" post to be masked, the strip having pressure sensitive adhesive on said first major surface adjacent said first edge surface of the strip, and being free of adhesive on said first major surface along a stripe adjacent said second edge surface of the strip,

opening the front door,

applying the strip to an inner surface of the leading edge of the rear door so that the pressure sensitive adhesive securely adheres the strip to conform with the profile of the leading edge and the adhesive free stripe of the first major surface projects across the "B" post to an extent sufficient to overlap the trailing edge of the front door with a portion of the adhesive free strip in the space between the front and rear doors when the front door is closed, and

closing the front door to abut the projecting portion of the strip to mask the "B" post against materials being sprayed on the outer surfaces of the doors.

2. A method according to claim 1 wherein said strip has a width in the range 20 to 40mm and a thickness of from 10 to 20mm between said first and second surfaces, and the pressure sensitive adhesive is in a stripe having a width of from 8 to 12mm.

3. A method according to claim 1 wherein the foam is a polyester polyurethane foam.

4. A length of masking material adapted for masking a "B" post of an automobile, said length of masking material comprising an elongate strip of polymeric foam having longitudinally extending first and second major surfaces extending between first and second edge surfaces on opposite sides of said major surfaces, said major surfaces having widths of from 20 to 40mm between said edge surfaces, said foam strip having a thickness between said major surface of at least 10mm and less than the widths of said major surfaces, and said length of masking material including a longitudinally extending layer of pressure sensitive adhesive on said first major surface adjacent said first edge and being free of adhesive on said first major surface along a stripe adjacent said second edge surface of the strip.

5. A length of masking material according to claim 4 wherein said length of masking material is a part of a parallel array of conjoined and manually separable lengths of masking material, each having the structure claimed in claim 4.

6. A length of masking material according to claim 5 wherein adjacent strips are joined by longitudinal welded seams that maintain the shape of the strips.

7. A length of masking material according to claim 4 wherein said strip has a width of about 26mm.

8. A length of masking material according to claim 4 wherein said strip has a rectangular, elliptical or oval cross-section.

9. A length of masking material according to claim 4 wherein the pressure sensitive adhesive is in a stripe having a width of from 8 to 12mm.

10. A length of masking material according to claim 4 wherein said foam is a polyester polyurethane foam.

11. In combination:

A vehicle having a closed front door with opposite outer and inner surfaces and a trailing edge, and a closed rear door with opposite outer and inner surfaces and a leading edge, said trailing and leading edges defining a space between said doors, and said vehicle including a "B" post having a length extending along said space with said "B" post being spaced from said inner surfaces of said doors; and

a resiliently conformable length of masking material comprising an elongate strip of polymeric foam having longitudinally extending opposite first and second major surfaces extending between first and second edge surfaces on opposite sides of said major surfaces, said major surfaces having widths of from 20 to 40mm between said edge surfaces, said foam strip having a thickness between said major surfaces of at least 10mm and less than the widths of said major surfaces, and said length of masking material including pressure sensitive adhesive on said first major surface adjacent said first edge and being free of adhesive on said first surface along a stripe adjacent said second edge surface of the strip, said pressure sensitive adhesive securely adhering the strip of polymeric foam to the inner surface of the rear door in conformation with the profile of said leading edge and with the adhesive free stripe of said first surface projecting across the "B" post and overlapping the trailing edge of the front door with the inner surface of the front door abutting the overlapping portion of the strip and with a portion of the adhesive free strip in the space between the front and rear doors to mask the "B" post against materials being sprayed on the outer surfaces of the doors.

12. A combination according to claim 11 wherein said strip has a thickness of from 10 to 20mm between said first and second surfaces, and the pressure sensitive adhesive is in a stripe having a width of from 8 to 12mm.

13. A combination according to claim 11 wherein said strip has a width of about 26mm.

14. A combination according to claim 11 wherein said strip has a generally rectangular, oval or elliptical cross-section.

15. A combination according to claim 11 wherein said foam is a polyester polyurethane foam.